

Financial
+ Management

ON TO VICTORY



...and then What ?

Victory for our forces? Certainly, but when would you have victory? Are you one of those who have been discounting victory like a declared dividend? Every added day of war costs many Canadian lives and millions of Canadian dollars. Now is the time that YOU can cut off extra days of war... save those lives, those dollars.

As a man of influence and leadership, your attitude and your actions in the common war effort go far to determine the power of Canada's total effort. The saving of lives and money... YOUR MONEY... depends on how you support or fail to support the next Victory Loan.

What a successful Victory Loan will mean to you

Your personal investment in Victory Bonds will build for you a *liquid financial reserve*. Victory Bonds will assure you of postwar buying power

for goods and services that are not obtainable now. They will help to shorten the war and reduce your future taxes. They will help to save lives... maybe the lives of your relatives or friends. Victory Bonds help to prevent inflation and consequent shrinking of your true financial reserves.

Victory Bonds in general will create a pool of buying power that will assure a ready market for your postwar peacetime products. That market will assure employment and, therefore, the continuation of buying power and the preservation of your market.

The best investment that any Canadian can make today is an investment in early victory.

Get ready now to do your part, to influence your company to do its part, and organize your employees to do their part—all they can do for the Fifth Victory Loan.

Get Ready to Buy **VICTORY BONDS**

NATIONAL WAR FINANCE COMMITTEE